

*Here are tips to help children resist excess materialism
and make choices that are better for our world.*

1. Limit "screen time"—how long your children spend on-line and watching TV—and keep the computer and TV in public areas of the house. For youngsters who need help managing money and resisting advertising, see: www.newdream.org/kids.
2. Connect shopping and the environment. Talk to kids about what products are made of, who made them, and where stuff goes when discarded. The youth-oriented Web site www.ibuydifferent.org can be a great resource.
3. Be a role model. Look for certified labels such as Green Seal, Energy Star, and USDA Certified Organic. Learn about sweatshop-free clothing, fair-trade coffee, and more at www.newdream.org/consumer.
4. Celebrate birthdays and holidays in non-consumerist ways. Check out www.simplifytheholidays.org and *What Kids Really Want That Money Can't Buy* by Betsy Taylor (Warner Books, 2003).
5. When you say "No" to pleas for a new product, say "Yes" to something else. Focus on having more fun with less stuff, enjoying such activities as cookie baking parties, fishing trips, midnight Frisbee games, and adventures involving mystery and challenge. Encourage kids to get involved with causes and community service, so that they feel needed and have some purpose larger than themselves.